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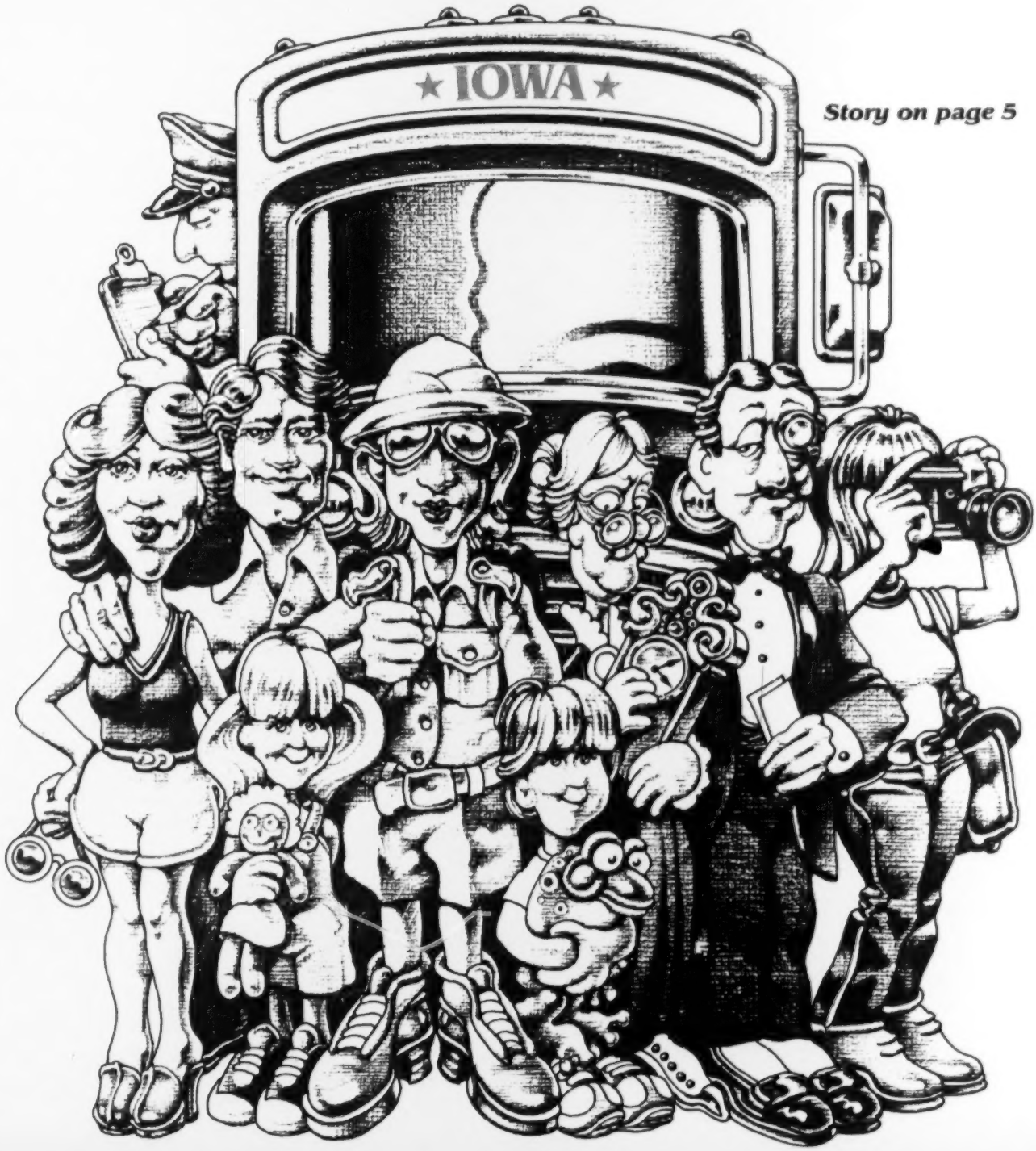
Iowa Development Commission

Digest

February, 1982

Iowa lures travel groups



Story on page 5

AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not listed here. For further information, please call 515-281-3921.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Fort Madison	Sales/Service
10,000	Grinnell	Distribution
10,000	Charles City	Spec Building (new)
11,760	Manson	Sales/Service
12,000	Sioux City	Spec Building (new)
14,000	Des Moines	Warehousing
16,500	Lake Mills	Sales/Service
20,000	Clinton	Spec Building (new)
20,000	Estherville	Spec Building (new)
20,000	Iowa Falls	Spec Building (new)
20,300	Hawarden	Sales/Service
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,600	Storm Lake	Spec Building (new)
22,166	Mason City	Warehousing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
24,000	Creston	Lt. Mfg./Warehousing
25,200	Coralville	Warehousing
26,292	Mason City	Manufacturing
27,692	Nevada	Lt. Manufacturing
28,800	Marion	Lt. Mfg./Warehousing
29,400	Oelwein	Lt. Mfg./Warehousing
33,100	Eldora	Mfg./Warehousing
35,626	Marshalltown	Construction (7 Bldgs.)
38,200	Dubuque	Manufacturing
40,000	Creston	Spec Building (new)
44,348	Osceola	Lt. Manufacturing
45,000	Cedar Rapids	Spec Building (new)
49,474	Albia	Lt. Manufacturing
50,000	Atlantic	Mfg./Warehousing
61,652	Burlington	Lt. Manufacturing
66,000	Council Bluffs	Process/Whse. (4 Bldgs.)
70,766	Forest City	Lt. Mfg. (3 Bldgs.)
75,000	Davenport	Mfg./Warehousing
81,260	Des Moines	Mfg./Warehousing
81,400	Algona	Lt. Manufacturing
94,228	Keosauqua	Manufacturing
97,000 (2 at this size)	Cedar Rapids	Spec Buildings (new)
102 000	Des Moines	Lt. Mfg./Warehousing
120,000	Boone	Lt. Mfg./Warehousing
128,000	Newton	Manufacturing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
196,000	Centerville	Manufacturing
202,300	Sigourney	Manufacturing (3 Bldgs.)
226,645	Camanche	Lt. Mfg./Warehousing
250,000	Waterloo	Manufacturing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

Help!

For the past three years, more than 80 percent of the industries looking for new plant locations in Iowa have concentrated on communities that have one or more buildings available for occupancy. And the trend is certain to continue, as inflation keeps driving up the cost of construction, forcing industries to seek sites with buildings already erected.

Communities with speculative buildings and those with vacant structures in good condition are locating the most new industries.

In order for the IDC to help industries locate new plants and bring in new jobs to your area, we need to be informed as soon as possible about the potentials of your community. If you have an available building that is in good condition and larger than 10,000 square feet, call 515/281-3389 and talk with the Industrial Development staff. It just might be the most important call you can make for your community's sake. ✣

Send now for the only book on crime ever written by a dog!

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20850
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TAKE A BITE OUT OF CRIME™

A message from the Crime Prevention Coalition, this publication and The Ad Council.

Fine Iowa Meats travels west

Iowans have been traveling to metropolitan areas throughout the U.S. for the last 10 years promoting corn-fed Iowa meats through the Fine Iowa Meats program. Survey results show that demand for Iowa meats jumps during the promotion. After the Iowa meat producers leave, the demand goes down slightly and stays at a level higher than before the promotion. More than 40 million pounds of Iowa meats have been sold during Fine Iowa Meats promotions.

Nearly 140 Iowa pork producers gathered at the Savery Hotel during the second night of their annual Iowa Pork Producers convention, January 27, to talk about their experiences on FIM trips, the program in general and pork production.

The Fine Iowa Meats program is continually being tailored to changing market conditions, and is strong and positive according to Iowa Development Commission Agricultural Development and Promotion Division Director Dennis Harding.

"The IDC continues the FIM program because it is a way for producers to actively help develop markets for their product," Harding said. "Along with expanding markets, Fine Iowa Meats trips give meat producers, retailers and packers a chance to get together and learn from each other."

Recent FIM trips include Phoenix, February 4-6, with Wilson Foods Corporation and 35 Phoenix-area Fry's Food Stores. Early estimates show sales of 600,000 pounds of Iowa pork.

In early March, 20 Iowans will be visiting the northeastern U.S. to promote Iowa meats, and more promotions are in the planning stages for the balance of 1982.

Hansen heads Ag Promotion Board

Governor Robert Ray named Oliver Hansen of Durant as the new chairman of the Agriculture Promotion Board of the Iowa Development Commission. Hansen is president of the Liberty Trust and Savings Bank in Durant and is involved in a family farm operation in Scott County.

Hansen is a past president of the Iowa Bankers Association, a former Iowa Superintendent of Banking and has held leadership positions in the Iowa Bankers Committee and the American Bankers Association Agricultural Division. Hansen holds a degree in Animal Science from Iowa State University.

The nine-member Agriculture Promotion Board works as an advisory group to the IDC staff and was appointed by Governor Ray to promote all aspects of agriculture in the state. The Ag Pro Board changes its focus and direction as the needs of Iowa agriculture shift. Previous emphasis has centered on transportation, livestock production, marketing products, improving agriculture's image and developing foreign markets for Iowa commodities.

The Ag Pro Board is composed of members representing every segment of the agricultural community, from producers to distributors to processors. The members, along with Hansen, are: Don Gingerich, Iowa Pork Producers Association president; Holly Higgins, University of Iowa student from rural Traer; Madeline Meyer, producer from Odebolt; Jim Mullins, producer from Corwith; Max Naylor, producer from Jefferson; Mark Pearson, WHO-Radio farm broadcaster; Charles Robertson, Hy-Vee retail operations assistant director and Marvin Walter, Carriage House Meat and Provision Co., Inc. president.

Iowa Development Commission Agricultural Development and Promotion Division Director Dennis Harding, (left) and Agriculture Promotion Board Chairman Oliver Hansen share a laugh at the Fine Iowa Meats Trippers Reunion, January 27 in Des Moines.

EXIM Bank offers lower interest money to small manufacturers

Recent changes in the Discount Loan Program from the Export-Import Bank now allow small manufacturers to finance 85 percent of the contract value of U.S. exports for one to five years at 13 percent. Formerly, financing at this rate was only available to major manufacturers.

Financial help for exporting

The goal is to assist smaller manufacturing companies in exporting. Small is defined in this program as companies which together with affiliates, subsidiaries and parent companies had total gross annual sales of $25 million or less in the previous fiscal year. Evidence of sales volume and company affiliations must be submitted with the application. Export management companies, agents or exporters of record are eligible, providing the eligibility of the manufacturers is established.

More than 300 banks participate in the guarantee program. A list of participating financial institutions can be obtained by calling the EXIM Bank, 800/424-5201. Bankers may also call that number to find out how their bank can participate in the program.

13 percent rate

The current 13 percent rate is based on the EXIM Bank Direct Credit Rate of 12 percent plus the usual bank service charge of 1 percent. Export finance loan rates have been the subject of much discussion. Recently, the French agreed to raise their export finance rates 2.5 percent, allowing the EXIM Bank to raise its rates to be in line with the cost of its funds. The Japanese domestic loan rates are still low enough to make their export rate about three points (3 percent) below the U.S. rate.

The rate of 12 percent is a determined rate which happens to coincide at present with the New York Federal Reserve Bank's discount rate of 12 percent. The rate charged will be the determined rate or the New York Fed rate, whichever is higher.

The spread between the EXIM rate and a local bank's rate will not be greater than 1 percent.

Limitations

There are, however, some limitations to the 85 percent financing at 13 percent interest rates. They are:

- Maximum contract amount is $5 million.
- No limitation on the number of contracts outstanding.
- Term is 366 days to five years.
- Customer limit of $10 million per foreign buyer and all its subsidiaries in each fiscal year. This means that if the customer has reached this limit, the U.S. manufacturer cannot use the Discount Loan Program to finance additional sales.
- Prepayment is permitted, but once prepaid, the bank cannot reborrow against the commitment.
- Commitment fee is less than 1 percent, prepaid at the time of application and refunded only if the application is denied.

Bid commitments are handled differently. If a copy of the bid invitation is submitted with the application, the bank has up to 30 days after the award date, but not more than 120 days from the date of the EXIM Bank's commitment letter, to pay the commitment fee.

Contracts over $5 million

Contracts for more than $5 million will be considered on a case-by-case basis only if the U.S. exporter is facing government-supported competition. EXIM Bank will try to verify such competition through the Organization for Economic Cooperation and Development (OEDC) or the Berne Union.

Large firms, firms with sales more than $25 million, are limited to 65 percent financing of the U.S. contract value at a rate not lower than the minimum discount lending rate or the New York Federal Reserve Bank discount rate.

Small manufacturers will also be limited to the 65 percent financing at 13 percent when the contract value is more than $5 million.

For more information contact Randy LaBounty in the Iowa Development Commission's International Division at 515/281-8481 or write 250 Jewett Building, Des Moines, IA 50309.

IDC promotes Iowa stops for groups, tours

Every day more people are climbing aboard group tours, and the Iowa Development Commission's Tourism and Travel Division is promoting Iowa as a place that can make tours interesting, easy, comfortable and profitable for all.

Profits for Iowa

Profit for the state's economy is why the IDC is involved. Bringing more money into the state is the overriding goal in working with tour packagers and bus companies, according to the Tourism Division's Assistant Director Dave Kjolhede.

The IDC began promoting Iowa directly to tour packagers eight years ago, and has gradually increased its efforts to keep pace with the expanding package tour/charter group market.

"We started by joining the National Tour Brokers Association and American Bus Association," Kjolhede said. "We go to the NTBA and ABA marketplaces each year to do face-to-face selling on Iowa. We work to convince new groups to come here to travel in Iowa, and we try to slow down those already passing through the state by letting them know what Iowa has for visitors to see."

New planning guide

To make planning group tours in Iowa as easy as possible, the Tourism and Travel Division developed the *Iowa Tour/Travel Planning Guide*. The publication is aimed solely at the travel planner or packager and travel agents to provide a consolidated source of information on group travel in Iowa.

"The easier you can make it for them (travel agents and packagers), the more receptive they are to trying something new," Kjolhede said. "That was the reasoning behind the guide, and it has been well received

Package tours, charter gro

in the industry."

Recently, the Tourism and Travel Division staff has expanded efforts to work directly with travel agents. Kjolhede was selling Iowa to the 1,100 travel agents at the Minneapolis Star Tribune Travel Trade Show in the Twin Cities during the fall of 1981, and plans to repeat that effort at the 1982 show. A similar show will be held in Milwaukee, April 28, 1982, and the IDC's Tourism and Travel Division will be there letting travel agents know why their clients would enjoy a vacation in Iowa.

But luring groups of tourists to Iowa will not work unless the state's travel industry is ready, and the Tourism and Travel Division is covering that front.

A viable market

"We try to make people aware that group travel is a viable market and worth putting some money and effort into attracting," Kjolhede said. "It is a slow process, an educational process, to help them get up to speed on what they need to do for package tour groups."

Iowa has a lot to offer package tour groups including major attractions, cities and athletic events.

"Motorcoaches from all over the country come to the Pella Tulip Festival each year," Kjolhede said. "And something like the windmill at Elk Horn makes a great coffee stop. Packagers look for those unique types of things — as long as they're well done.

"The bottom line is: Is it salable and can we make money on it? For both packagers and members of the Iowa travel industry, the answer is often 'yes'."

Economic impact

The American Bus Association's Steve Kirchner estimates that expenditures from a one-night stop of a bus load of travelers to be $2,500-$3,500. Kirchner is vice president/marketing and membership programs with the ABA. That group just completed a comprehensive survey, and Kirchner said 51 percent, 192 million people, of the 373 million bus passengers were on package tours or charter trips. Of those 192 million, 17 million were on package tours and 175 million were on chartered trips, trips that may or may not include plans for overnight accommodations and tours of attractions or tickets to events.

A few years ago, according to Kirchner, people were not receptive to buses for many reasons. But he said the number of group tours and charters went up during the fuel crunch of several years ago, and that increased level has continued after the strict fuel availability problems eased.

"The private auto will always dominate, but there are a lot of long-range changes that will affect travel trends," like the shrinking size of cars, Kirchner said. "The majority of our passengers are senior citizens and young people who want to travel together."

Relationships for mutual profits

Kirchner said the ideal is for all involved in the travel industry to develop mutual relationships for mutual profit.

"Bus companies are looking to fill seats and maximize profits," Kirchner said. "Empty seats on a bus, like empty rooms in a motel, are lost forever."

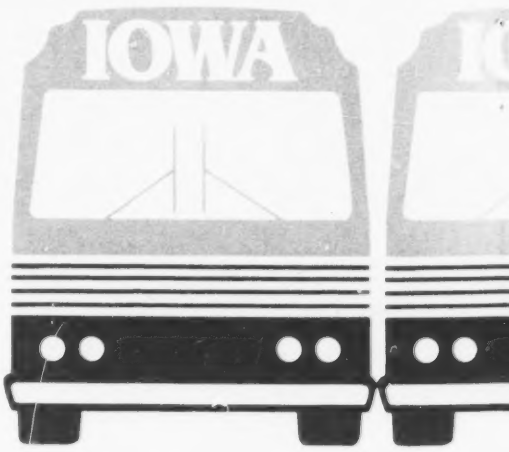
"There is no part of the country that can't benefit from the motorcoach industry," he said. "The key is to find out what's going on and promote it."

But Kirchner emphasized that there is more to it than just joining an organization like the ABA or NTBA and waiting for the buses to start rolling in. Along with travel attractions, Kirchner said cultural and sporting events, alumni group trips or student trips are all things that can spawn group tours. He said it is important to identify these types of attractions or events in a particular area, find out who to contact concerning group travel and then promote the area.

"What might seem like the most least likely event or destination can turn out to be the best (for a group)," he said. "It is a definite advantage for people in an area around an attraction or event to get the word out to others about what they have to offer groups."

Promoting Atlantic motel

Marlin Wise of the Best Western Country Squire Motel in Atlantic is doing just that. He said that friends in the motel industry in other parts



ups mean money for Iowa

of the U.S. convinced him to go after the group tour market.

"When times get tough, you work a little harder," Wise said. "If we tell them (packagers and bus companies) that we have something down here for them, they'll stop."

But, you have to know who to contact, and Wise said that's why he joined the NTBA.

"We know there is a market with bus tours, and we are trying to promote it further, so we joined the tour brokers association," Wise said. "Before, we had bus tours coming in and we didn't know how they found us."

Wise said his promotional work is beginning to pay off, but that it is a slow situation.

"You can't expect much response for at least two years. Right now they are booking groups for 1983."

Wise knows what his area has to offer and he is getting to know the bus market. He discovered a senior citizen tour that starts in Minneapolis and travels to the Amana Colonies, Winterset, The Grotto at West Bend and then back to Minneapolis. He is trying to convince that group to stop in the Atlantic area and see the Dutch Windmill at Elk Horn and visit antique shops in the village of Walnut. He said farm tours are also available out of Walnut.

"We're a stopover, not a destination," Wise said. "Most of our groups are senior citizens going to the Black Hills or Colorado."

Wise added that he has seen a marked increase in the amount of bus tours in recent years, and feels sure that the trend will continue "or I wouldn't be trying to promote it."

Likes groups

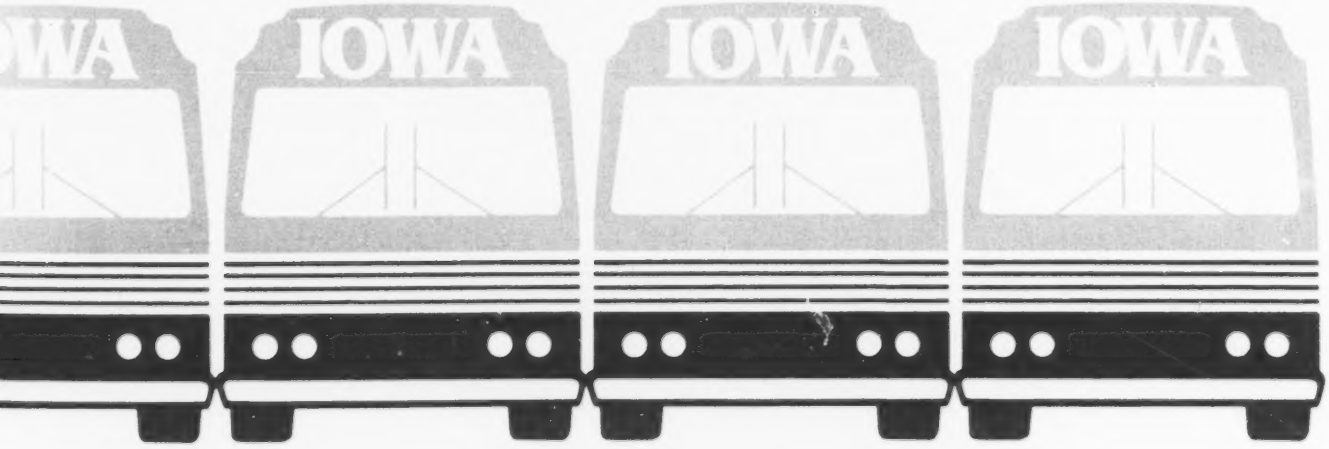
Wise has had good experiences with the tour groups stopping at the Country Squire Motel.

"Motel people like tour groups because we can have the rooms all laid out. They're up and gone early and there is no thievery, not a missing towel. They're great groups to have. I like the business."

People in all segments of the travel industry agree that group travel is on the upward swing, but that private family cars will always be the main means of vacation transportation. But that does not mean that profits cannot be found in the package tour industry. The state as a whole benefits from groups coming in and spending money within the borders. The packagers and bus companies profit when they can fill all their seats with satisfied customers and the local areas and accommodations gain when groups stop at their properties.

More are joining the ranks of promoting group tours, including individual motels, like Marlin Wise at the Atlantic Country Squire Motel, and convention and visitor bureaus in Des Moines, Sioux City and all across Iowa.

Promotion for mutual profit is the name of the group travel game, and everyone involved can be a winner.



Leaders get tastes of promotion at Iowa food fair

Iowa commodity groups promote Iowa products throughout the world. On January 18 they took time out to put on an Iowa food fair at the Hotel Fort Des Moines, giving Iowa legislators and community leaders a taste of their work. A warm aroma filled the hotel's grand ballroom as special treats were offered to those in attendance.

Iowa commodity groups involved in the Iowa food fair included: the Iowa Corn Promotion Board, the Iowa Corn Growers Association, the Iowa Poultry Association, the Iowa Turkey Federation, the Iowa Soybean Promotion Board, The Iowa Soybean Association, the Iowa Dairy Products Association, the Iowa Pork Producers Association, the Iowa Beef Industry council and the Master Lamb Producers.

Iowa Pork Producers Association President Don Gingerich (center), Karen Gingerich and Iowa Secretary of Agriculture Robert Lounsberry (background) sample the fare from the Iowa Corn Promotion Board and Iowa Corn Growers Association display at the Iowa Food Fair, January 18, 1982.

Nancy Degner and Bruce Berven of the Iowa Beef Industry Council hand out tastes of Top of Iowa Steaks and information at the Iowa Food Fair.

Governor Robert Ray samples goods from the Iowa Soybean Association and Promotion Board display at the Iowa Food Fair. IDC Chairman William Burger looks on as Delores Lang (right) and Nelva Scott fill the Governor's plate.

Iowa Ag & Business Indicators

Labor Demand and Supply[1] — September 1981

Service Area	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	133	469	Iowa City	160	796
Atlantic	33	268	Keokuk	12	291
Burlington	70	458	Marshalltown	50	411
Carroll	91	355	Mason City	116	1,265
Cedar Rapids	245	1,893	Muscatine	26	407
Centerville	21	153	Newton	18	331
Charles City	13	285	Oskaloosa	25	280
Clinton	172	573	Ottumwa	70	669
Council Bluffs	212	1,326	Sheldon	54	143
Creston	86	454	Shenandoah	166	216
Davenport	274	2,179	Sioux City	769	1,027
Des Moines	679	2,634	Spencer	97	353
Dubuque	242	1,076	Storm Lake	53	198
Fairfield	27	193	Waterloo	160	1,658
Fort Dodge	404	498	Webster City	48	245
Fort Madison	47	245			

[1]All new applicants and job openings listed with the Iowa Department of Job Service.

Consumer Price Index

	Nov. 1981	Nov. 1980
All Urban Consumers (1967 = 100)	280.7	256.2

Composite Construction Cost Index

	Sept. 1981	Sept. 1980
Composite Construction Cost Index (1977 = 100)	151.9	145.0

Business Data

	10/81	10/80	10 mos./81	10 mos./80
New Car Registration	8,364	9,854	83,456	84,557
Iowa Savings & Loan ($000,000)				
Mortgage Loans	-11.6	38.3	37.3	123.0
Savings	19.9	58.0	-31.5	313.6
Work Force (000)	1,414.4	1,455.8	1,409.2	1,458.8
Unemployment	54.4	66.8	64.9	72.0
Rate (% of work force)	3.8	4.6	4.6	4.9
Employment	1,360.0	1,388.9	1,344.3	1,386.9

Value of New Dwellings[1] ($000)

	12/81	12/80	12 mos./81	12 mos./80
Ames	$ 50.0	$ 760.5	$ 977.0	$ 5,204.1
Bettendorf	686.7	54.8	6,381.6	6,439.5
Burlington	0	0	1,999.4	1,951.2
Cedar Falls	0	804.1	3,431.9	6,493.8
Cedar Rapids	72.7	1,126.1	5,851.1	7,607.0
Clinton	250.0	75.0	1,389.0	3,225.5
Council Bluffs	255.5	163.3	1,205.0	2,175.3
Davenport	475.2	556.0	10,257.9	12,388.3
Des Moines	3,782.5	272.5	15,274.5	16,124.0
Dubuque	0	100.7	1,361.8	3,961.0
Fort Dodge	0	30.0	937.0	4,305.0
Iowa City	366.4	552.3	9,867.0	10,456.7
Keokuk	35.0	125.0	597.0	3,772.9
Marion	0	478.5	1,389.4	6,223.4
Marshalltown	0	43.0	709.0	1,093.0
Mason City	3.0	341.0	898.3	7,036.9
Muscatine	42.0	50.0	4,069.1	7,113.8
Newton	0	0	287.8	3,760.0
Ottumwa	25.0	66.0	1,029.0	4,804.7
Sioux City	82.6	244.8	1,245.6	1,982.1
Urbandale	0	200.3	1,847.8	8,329.6
Waterloo	268.8	758.6	8,575.1	13,721.1
W. Des Moines	424.5	1,508.8	5,985.0	6,436.7
TOTAL	$ 6,819.9	$ 8,311.3	$ 85,566.3	$ 144,605.6

Monthly Retail Trade[1] ($000)

SMSA[2]	10/81	10/80	% Change From Last Month
Cedar Rapids	11,914	11,794	+ 22.7
Des Moines	21,925	21,322	+ 14.7
Dubuque	5,815	7,064	+ 17.8
Omaha/C. Bluffs	29,491	28,085	+ 15.9
Sioux City	6,101	5,874	+ 18.4
Waterloo	6,769	6,516	+ 14.7

[1]Not adjusted for seasonal variation, holiday or trading day differences.
[2]Standard Metropolitan Statistical Area

Quarterly Periods

	1981 I	1981 II	1980 I	1980 II
Net Taxable Retail Sales ($000,000)	3,463	N/A	3,443	3,519
Personal Income ($000,000)	27,935	28,521	26,355	26,281

Stock Index

	Iowa*	Dow Jones Industrial
October, 1981	213.36	852.55
November, 1981	226.40	888.98
December, 1981	218.11	875.00

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	12/81	11/81	12/80
Corn, bu.	$ 2.15	$ 2.29	$ 3.14
Soybeans, bu.	5.82	5.90	7.76
Oats, bu.	1.95	1.94	1.98
Hogs, cwt.	38.30	41.00	44.30
Beef cattle, cwt.	53.00	55.00	61.70
Calves, cwt.	56.00	58.10	71.80
Milk cows, head	1,140.00	1,140.00	1,220.00
Milk (whls), cwt.	13.60	13.50	13.70
Sheep, cwt.	25.00	23.00	30.00
Lambs, cwt.	44.10	45.90	54.00
Eggs, doz.	.47	.62	.61
All hay, ton baled	55.00	58.00	66.50
Turkeys, lb.	.29	.34	.42

Average Prices Paid by Farmers

	12/15/81	12/15/80
Beef cattle concentrated, 32-36%	$ 12.80	$ 14.40
Hog feed, 38-42% protein	15.00	17.30
Soybean meal, 44% protein	12.50	15.50
Dairy feed, 16% protein	181.00	215.00
Poultry feed, layer ration	205.00	225.00

Commodity Feed Price Ratios

	12/15/81	12/15/80
Hog — corn[1]	17.8	14.1
Beef cattle — corn[1]	24.7	19.6
Egg — feed[2]	4.6	5.4
Milk — feed[3]	1.49	1.27

[1]Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2]Pounds of laying feed equal in value to 12 eggs.
[3]Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Et Cetera:

ISU FARM conference March 17-18 in Ames

Making soil conservation tillage methods work effectively for farmers is the purpose of a two-day educational program at Iowa State University in Ames, March 17-18, 1982. The event is the FARM (Farm Agricultural Resources Management) conference and trade show on conservation tillage, reports Min Amemiya, ISU extension agronomist.

Speaking sessions of the conference will be held in C.Y. Stephens Auditorium. Hilton Coliseum will be the site of 110 exhibits of commercial products and services related to conservation tillage. Large exhibits will be displayed in the area south of the coliseum.

The speaking program will concentrate on three areas of conservation tillage: full-width tillage, strip tillage and no-till planting.

Speakers will include ISU extension specialists, research scientists, and speakers from other institutions, agencies and industry. Also, six farmers will discuss their experiences with the three types of conservation tillage practices.

Speakers will be available in the concourse area of Hilton Coliseum for question and answer sessions when they are not making presentations.

The conference/trade show is sponsored by the Iowa Fertilizer and Chemical Association and Iowa State University. More than 5,000 people are expected to attend. ✣

Foreign business inquiries call 515/281-3581

Ventilation systems

A German company engaged in the manufacture and installation of large scale ventilation systems for fire protection, heating, pollution control and other processes is seeking a cooperative arrangement with a U.S. firm in a related field. The cooperation would be two-fold. First, the German firm desires to market its equipment in the U.S. with view to eventual licensed manufacture here. The second would be for the German company to market U.S. products of a related nature in Europe. Such products would be sold direct to industry. (G121-10334L)

Compactors and concrete machinery

A German manufacturer of earth and concrete compactors, and cutting machinery for concrete and asphalt is looking for an American firm to manufacture its products jointly, at least to some extent, and to distribute said products through an already existing sales network. (G129-12935J)

Electrical equipment

A large German manufacturer of electrical equipment is seeking a U.S. partner which could use expertise in cable making production. The company manufactures all types of cable: power, telecommunication, high frequency cables, cable fittings, insulated wires, cords, and other electrical equipment. (G121-10136L)

Conveying systems

A large manufacturer of conveying systems for removal of coal, coke and ash for thermal power stations is seeking to license its technology in the United States. It seeks contracts with suitable construction and engineering firms. (G121-10035L)

Insulation

A West Germany company seeks U.S. technology and possibly a licensing arrangement in new methods and systems for insulating floors and walls in buildings. These systems should be used in connection with the company's own heating tubes system, which consists of crosslinked polyethylene of high density and very high molecular weight, designed for central heating, as well as hot and cold water supplies in residential and industrial buildings. (G121-10234L)

Flagpoles

A company in Finland which manufactures flagpoles from fiberglass is seeking to license its product for manufacture in the U.S.A. The flagpoles are of various sizes, up to 54 feet. The company would supply know-how, drawings, etc., and could also supply forms and tools if necessary. (F111-9630L)

Control valves

A German manufacturer of control valves for heating systems, water pumps, and other applications is seeking to license its product for manufacture in the U.S.A. The company has developed a bypass valve for steam lines in heating systems also. (G12-0138L)

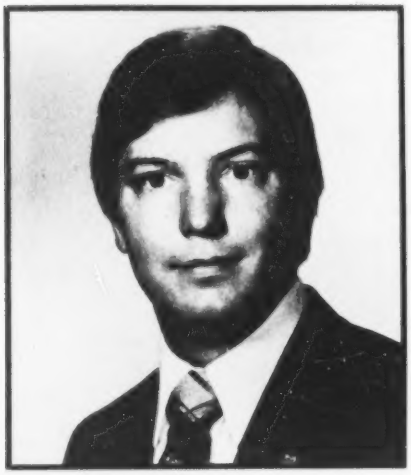
Fishing lures

A major French manufacturer of fishing lures is seeking a license arrangement with a U.S. company. The U.S. firm should be equipped with plastic injection presses and equipment and have the capability to undertake assembly, gluing and coloring of the products. (F12-0439L)

Awnings

A West German company seeks a suitable form of cooperation, such as a joint venture or partnership in the U.S. with a compatible industrial establishment for the production and distribution of awnings of various types and sizes. Preferably, business partners should be located in or have ready access to marketing channels in the following states: Arizona, California, Florida, Louisiana, Texas. The awnings produced by the firm are circular and pivot from a central point, thus eliminating the need for props and braces. (G12-0339J) ✣

New Ag Division posts for Harding and Broders



Dennis Harding

Dennis Harding has been named director of the Iowa Development Commission's Agricultural Development and Promotion Division, and Lynette Broders will assume the duties of assistant director.

Harding joined the IDC as a commodity representative in March, 1979. He is a 1975 graduate of Iowa State University with degrees in Ag Business and Ag Education. Before coming to the IDC, Harding taught vocational agriculture in north-central Iowa. Harding was raised on a farm in northwest Iowa where the primary enterprises were corn, soybeans and swine.

Lynette Broders

Broders, the division's new assistant director, joined the IDC in July, 1979. She is a 1979 graduate of Iowa State University where she majored in Public Service Administration in Agriculture. Her areas of emphasis included animal science, agri-business and education. Broders was raised on a farm in eastern Iowa, where she had an active part in her family's operation.

Slide shows available from the IDC

SLIDE SHOWS:

Iowa Tourism

Fort Atkinson Rendezvous

Great River Road

International Presentation

1981 Iowa Community Betterment

Fine Iowa Meats

Iowa — A Good Place to Locate (English and German versions)

Industrial Development Series:

Principles of Promotion, Principles of Prospecting, Principles of Total Community Development, Principles of Developing Industrial Sites, Principles of Transportation, Principles of Industrial Project Financing, Principles of Organization and Programming, Principles of Speculative Buildings, Principles of Existing Industry, Principles of Data Compilation, Principles of Facility Planning, Principles of Industrial Development Teams and Myths and Realities in Industrial Development.

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